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## LEXICO-SEMANTIC STRUCTURE ANALYSIS OF THE CONCEPT MERITOCRAT

Concept MERITOCRAT content is constituted by a range of lexical means, which nominate facts and events related to the political life. Zhabotynska[3] argues that building the networks at any conceptual level employs a universal tool – the limited set of propositions that belong to the five basic frames. Frame semantics defines a *frame* as “a system of categories structured in accordance with some motivating context” [2]. Relations between the concept MERITOCRAT components and nominative units, that ensure its implementation in present-day American printed media, are modeled by the *Subject-Centered Frame*[1] which includes the following active slots: SUCH, SOMEONE, DOING SOMETHING, HERE-NOW. Hence, semantic structure, which reveals the concept MERITOCRAT verbalization process, can be displayed by the following figure (Figure 1):

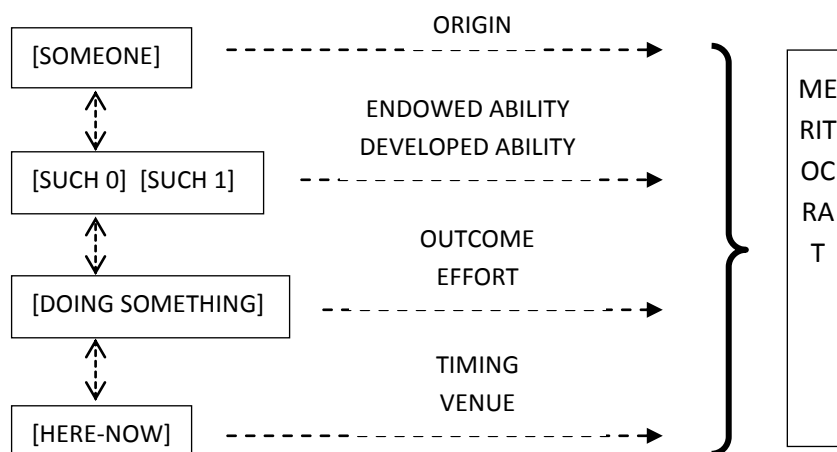


Figure 1. Semantic structure of the concept MERITOCRAT

*I'd say today's [HERE-NOW] ambitious [SUCH] meritocratic elites [SOMEONE] achieve and preserve their status [DOING SOMETHING] not*

*mainly by being corrupt but mainly by being disciplined.* Slots SUCH0 and SUCH1 reveal the physical and internal characteristics of the meritocrat. Slot SOMEONE specifies the perpetrator of a political act. Slot DOING SOMETHING describes the meritocratic actions which are a part of the context. Slot HERE-NOW indicates the existence of a character in certain events as regards spatial and temporal frameworks.

So, in the center of each printed media text the meritocrat is treated as a person who has certain physical and spiritual characteristics of a human being: feelings, thoughts, words, certain manners of behavior in the surrounding world. Yet no research has explicitly addressed the issue of the processes of meritocrat's identity construction based on lingo-cognitive principles of the concept MERITOCRAT analysis and this is the potential contribution to multi-disciplinary investigation approaches.

### **References**

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